

Vision Statement

The Frisco Convention & Visitors Bureau is committed to providing the maximum return on investment to the City of Frisco, and our tourism and convention partners, by striving to be a highly effective sales and customer service organization. The CVB will also facilitate economic growth and vitality by creating Destination Frisco, an independent committee of stakeholders in the community, focusing on destination product development.

Mission Statement

The mission of the Frisco Convention & Visitors Bureau is to market Frisco as a year-round destination, generating awareness and positive economic impact.



Staff

Discover Texas'
Rising Star!

- **Marla Roe** Executive Director
- **LaChelle Evans** Sales Manager-Sports, State Assn, SMERF
- **Anna Blakeley** Sales Manager—Corporate, Religious, Natl Assn
- **Jennifer Kimble** Convention Services, Tourism
- **Denise Stokes** PR/Communications
- **Vicki Blakely** Administrative Secretary



Board of Directors

- **Peter Streit, Chair**
- **Gordon Barr, Vice Chair**
- **Carl Stuckey, Secretary**
- **Bill Bretches**
- **April Berg**
- **Robin Glackin**
- **Randy Burks**
- **Tom Lewis**
- **Randy Locey**
- **Steve Lay**
- **Chris Johnson**
- **Tony Felker**

Hotel Rep
Chamber Rep
Retail
Hotel Rep
At-Large Rep
Frisco Square/Downtown Rep
Restaurant Rep
At-Large Rep
Sports Rep
Ex Officio
Ex Officio
Ex Officio



Primary Source of Funding: Hotel Occupancy Tax

Discover Texas'
Rising Star!



13% Collected
7% to City
6% to State

Funds:

- CVB
- Frisco Assn for Arts
- Special Events
- Debt Service for:
 - Ballpark
 - Conference Center



Frisco Hotels

Discover Texas'
 Rising Star!

1. Embassy Suites: full service
2. Westin Stonebriar Resort: full service
3. Holiday Inn Stonebriar: full service
4. Homewood Suites by Hilton: limited service
5. Hampton Inn Hotel & Suites: limited service
6. Holiday Inn Express Hotel & Suites: limited service
7. Sheraton Stonebriar
8. Comfort Suites
9. Aloft Frisco
10. Hilton Garden Inn

No. Rooms

330
 301
 120
 117
 105
 61
 119
 109
 136
102

Total Existing Hotel Rooms:

1,500

Hotels under Construction:

- | | | |
|---|-----|-----------|
| 11. Wingate Inn, Hwy 121 & Independence | 100 | Fall 2011 |
|---|-----|-----------|



Business We Pursue

Discover Texas'
Rising Star!

Leisure Visitors

**Shopping: Stonebriar Centre, IKEA,
Sam Moon, The Centre at Preston Ridge
GattiTown, Dave & Busters, Strikz, Main
Event**

Arts/Sculptures

**Heritage Museum & Frisco Discovery
Center**

**Concerts at Pizza Hut Park & Dr Pepper
Arena**



Sports & Spectators

Discover Texas'
Rising Star!

Pizza Hut Park

FC Dallas MLS

Dr Pepper Ballpark

Frisco RoughRiders

Dr Pepper Arena

Dallas Stars * Texas
Tornado
Texas Legends

Fieldhouse USA

Basketball-Volleyball



Conventions & Meetings



Local & Regional
Corporate
State, Regional and
National Assn
Religious
Sports
SMERF



How We Find The Business

- **Tradeshows & Conferences**
- **Sales missions/sales blitzes**
- **Daily phone solicitation**
- **Database research**
- **Referrals**
- **Advertising**



How We Find The Business

Tradeshows & Conferences

Telemarketing

Daily Phone Solicitation

Sales Missions

Referrals



In-town Familiarization Tours


We bring meeting planners and travel writers to Frisco to experience it in person on “fam” tours & special client events




Advertising


Discover Texas'
Rising
Star!

FRISCO
THE PLAYING FIELD OF CHAMPIONS






Play Ball!



Dr. Pepper Arena



Dr. Pepper Stadium

A primary tournament destination for America's rising stars, Frisco offers first class sports venues with access to professional fields, sports-friendly hotels and plenty to do after the game. Just 30 minutes from Downtown Dallas and DFW International Airport.
toll free 877.463.7472 | VisitFrisco.com

TEXAS' RISING STAR
FRISCO
FRISCO CONVENTION & VISITORS BUREAU

FRISCO
YOUR NEXT MEETING PLACE



VisitFrisco.com

FRISCO TEXAS
YOUR MEETINGS PARTNER





Modern Meeting Facilities



Exciting Off-site Venues



Varied Dine Around options

Frisco is a great place for your next meeting. With affordable, award-winning hotels, you are sure to find the perfect choice for your meeting! You and your delegates will be thrilled to find abundant shopping like IKEA and Stonebriar Centre, four professional sports teams, golf, the second largest ballroom in Texas and incredible works of art!
toll free 877.463.7472 | VisitFrisco.com

TEXAS' RISING STAR
FRISCO
FRISCO CONVENTION & VISITORS BUREAU



our & about | OLYMPIC-STYLE COMPETITIONS



Winter GAMES

of Texas
Coming to Frisco

The 19th Annual Winter Games of Texas is a three-sports event for Texas amateur athletes, taking place in Frisco on January 17-19. The event gives the Olympic Games and the U.S. Olympic Sports Institute, the Winter Games of Texas, provide a forum for training and competition among Texas Olympiad and recreational athletes. Since Olympic-style competition begins at the age of 14, girls and 17-year-olds and a wide range of events through strength and physical activity.

"When we say that registration is open to athletes of all ages, we really do mean that about the Winter Games of Texas," said Denise Sikes with the Frisco Convention and Visitors Bureau. "This year we will have athletes who range from age eight to 80." We are expecting more than 6,000 to register for the 14 different sports offered and more than 15,000 spectators to attend the fifth anniversary of the largest multi-sport event in North Texas.

"The competitive growth environment and as a stepping-stone for athletes to take their game to the next level. Those who win medals at the Winter Games of Texas automatically receive a berth in the State Games of America."

Registration is officially open at TAAFrom the all 14 sports: basketball, soccer, boxing, karate, fencing, figure skating, flag football, gymnastics, or beach volleyball, soccer, swimming, table tennis, volleyball and wrestling.



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www.VisitFrisco.com

Press Releases

Numbers Prove Why Travel Matters to Frisco

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www.visitfrisco.com

(Frisco, Texas) May 18, 2009 ~ A benchmark study commissioned by the Frisco Convention & Visitors Bureau and conducted by Destination Analysts proves why travel matters to the City of Frisco. In 2008 the city hosted 4.33 million visitors comprised of 3.83 million day-trippers from DFW and a 200 mile radius; 350,000 stayed in local hotels and 150,000 stayed with residents. Those visits resulted in \$1.24 billion dollars in direct visitor spending. The economic impact is astounding for a city of approximately 105,000 residents.

Executive Director of the Convention & Visitors Bureau, Marla Roe, comments, "We are very pleased with the results of the study, but have our work cut out for us to entice our day visitors into staying the night."

In the last 5 years, Frisco has made major strides in enhancing its reputation as a premiere leisure and business travel destination with a total of 10 hotel properties, new restaurants, shopping and annual concerts such as Jimmy Buffett and Kenny Chesney. The expansion of the Dr Pepper Arena and the addition of Fieldhouse USA will only help increase the amount of visitors to Frisco in the future...



TAAF Winter Games of Texas

**An Amateur Athletic Event
organized by TAAF & the CVB**

**12 different sporting
events at various
locations around Frisco
4,000 athletes annually**

Discover Texas'
Rising
Star!



On the Horizon

Discover Texas'
Rising
Star!

The Museum of the American Railroad



NCAA Division I Football National Championship



Texas Tourism Facts

Office of the Governor, Economic Dev. & Tourism

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Rising Star!

- 197.5 million leisure travel trips to Texas
 - 60.6 billion direct travel spending / Up 9.3% over last year
 - 534,000 jobs directly impact tourism
- More than \$7.7 billion in state and local tax receipts



Return on Investment

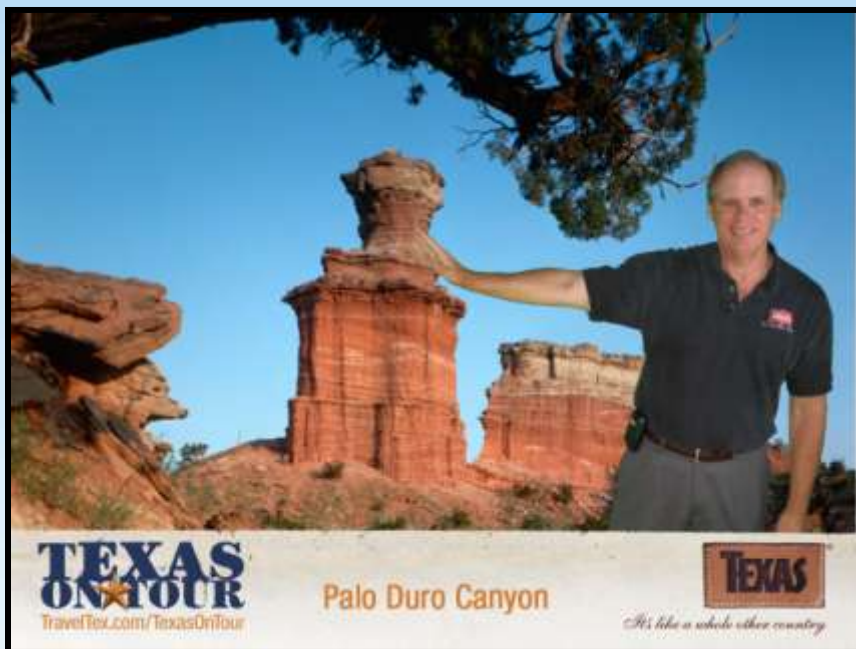
- For each dollar in the Texas Tourism Budget \$8.48 is returned in state taxes
- Without this revenue, each household in Texas would have to pay \$950 in additional taxes



DFW Area Tourism Facts

Texas Economic Dev-Travel Research Section 2008

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Rising Star!



The Dallas-Fort Worth MSA is the #1 tourism destination in Texas

Tourism spending in our area is \$18.2 billion – more than 1/3 of the state's tourism spending

Through tourism, the DFW area contributed \$1 billion in local and state taxes



Frisco Tourism Facts

Destination Analysts in 2008

Discover Texas'
Rising Star!

- 4.33 million visitors to Frisco in 2008 (of which 2 million are day trippers and 1.78 million from DFW area)
- \$1.24 billion in spending (of which \$979.7 billion is from the DFW area or regional traveler)
- Jobs supported – 9,402
- Taxes generated
 - \$17.9 million in Sales Tax from DFW and regional traveler
 - \$2.5 million in Hotel Occupancy Tax
 - \$635,000 in property tax (hotels only)



How Can You Help Frisco?

**STR|CTLY
FR|SCO**

- Local campaign geared towards business retention and expansion and for encouraging local citizens to bring meetings and events to Frisco in order to generate economic impact into your community.



www.visitfrisco.com

972-292-5250

